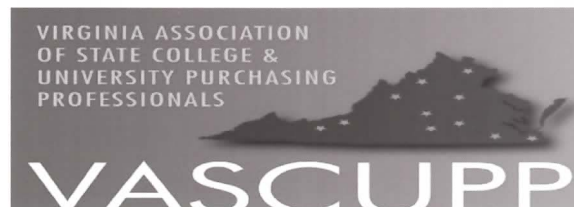




Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<http://fiscal.gmu.edu/purchasing/>



**REQUEST FOR PROPOSALS**  
**GMU-1592-19**

**ISSUE DATE:** July 1, 2019

**TITLE:** Photography Services

**PRIMARY PROCUREMENT OFFICER:** Christopher Mullins, Sr. Buyer, [cmullin4@gmu.edu](mailto:cmullin4@gmu.edu)

**SECONDARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director Purchasing, [erauch@gmu.edu](mailto:erauch@gmu.edu)

**QUESTIONS/INQUIRIES:** E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on July 10, 2019. **All questions must be submitted in writing.** Responses to questions will be posted on the Mason Purchasing Website by 5:00 PM EST on July 12, 2019. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** July 23, 2019 @ 2:00 PM EST. Hand deliver or mail proposals directly to the address above. Electronic submissions will not be accepted. A public opening will not be held. Late proposals will not be accepted.

**Note:** A return envelope is not being provided. It is the responsibility of the Offeror to ensure the proposal is submitted in a sealed envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request for Proposal. See Section XI Paragraph C herein. If delivering proposals by hand, deliver to the Purchasing Department located in Suite 4200 of Alan and Sally Merten Hall (Merten Hall), Fairfax Campus. Campus Map. Office hours are 8:30AM to 5:00PM.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

Name and Address of Firm:

Legal Name: RCS Photography, LLC

DBA: RCS Photography

Address: 4833 Nash Drive  
Fairfax, VA 22032

Date: 07/21/19

By:   
Signature

FEI/FIN No. 30-0269299

Fax No. \_\_\_\_\_

Email: rsuanes@gmail.com

Name: Rafael Suanes

Title: Owner

Telephone No. (703) 675-3525

SWaM Certified: Yes: \_\_\_\_\_ No: X (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: \_\_\_\_\_

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

**ATTACHMENT A**  
**VENDOR DATA SHEET**  
**TO BE COMPLETED BY OFFEROR**

1. **QUALIFICATION OF OFFEROR:** The Offeror certifies that they have the capability and capacity in all respects to fully satisfy all of the contractual requirements.

2. **YEARS IN BUSINESS:** Indicate the length of time in business providing this type of service:

Type of Business: Photography 14 Years        Months

3. **BUSINESS STATUS:**

A. Type of organization (circle one):

Individual  
Sole Proprietor

Partnership  
Government

Corporation  
Other (explain)

B. Category (circle one):

Manufacturer/Producer  
Service Establishment  
Other (explain)

Mfg.'s Agent  
Distributor

Retailer  
Wholesaler

C. Status: If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number                     . For certification assistance, please visit <http://www.sbsd.virginia.gov/>. (Please check all applicable classifications. Must be certified with **VIRGINIA SBSB** to qualify)

X (MB) MINORITY OWNED. "Minority-owned business" means a business that is at least 51% owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

       (WB) WOMAN OWNED. "Women-owned business" means a business that is at least 51% owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

       (SB) SMALL BUSINESS: "Small business" means a business that is at least 51% independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the        previous three years. One or more of these individual owners shall control both the management and daily business operations of the small business.

       LARGE BUSINESS

I certify the accuracy of this information.

Signed: Rafael Suanes Title: Owner

Printed Name: Rafael Suanes Date: 07/21/19



# RCS PHOTOGRAPHY

## Photography Proposal for George Mason University Intercollegiate Athletics

**Prepared by:**

**Rafael Suanes**

**4833 Nash Drive**

**Fairfax, VA 22032**

**(703) 675-3525**

**[www.rafaelsuanes.com](http://www.rafaelsuanes.com)**

**[rsuanes@gmail.com](mailto:rsuanes@gmail.com)**

Dear Mr. Mullins,

I am writing to express my interest in becoming the official photographer for George Mason University Intercollegiate Athletics for the 2019-2020 academic year. I believe I am an exceptionally qualified fit and would make a valuable addition to the University.

As the official photographer for the George Mason University athletics department for the past 10 years, I am well versed in the policies and procedures of both the Commonwealth of Virginia and the University.

Please see the information below regarding the Request for Proposal GMU-1592-19. Thank you for your consideration of this proposal, and I would welcome the opportunity to meet for an oral presentation.

Sincerely,

Rafael Suanes

Owner

RCS Photography, LLC



Accomplished sports photographer with over 14 years of experience in the DC market. Customer-service driven with a focus on utilizing technology to capture unparalleled images. Extensive knowledge of the photography and media needs of universities, professional sports teams and corporate clients.

## EXPERIENCE

Owner and Operator, RCS Photography, Fairfax, VA – 2005- present

- Full-service photography company specializing in sports and events in the Washington, DC area
- Official photographer for two major universities and works with countless more as repeat clients
- Internationally published both in print and on websites and blogs
- Diverse clientele ranging from editorial to corporate to non-profit.
- Multiple images recognized as "Images of the Year" by USA Today
- Select list of past assignments:
  - Game coverage, headshots and event photography provided to multiple university athletic departments, academic departments, corporations, non-profits and government agencies
  - Congressional hearings
  - Supreme Court nomination hearings
  - Professional sports coverage including the Washington Redskins, Washington Capitals, Washington Nationals, Washington Wizards, DC United, Baltimore Ravens and Baltimore Orioles
  - Selected publications in which images have been published: The New York Times, The Wall Street Journal, Sports Illustrated, USA Today, McClatchy, The Baltimore Sun, The Washington Post, ESPN Magazine, Bleacher Report, The Virginian-Pilot, The Richmond Times-Dispatch, The National Catholic Reporter

## SKILLS

- Expert in all forms of photographic and video equipment including camera bodies and lenses
- Expert user of editing software including, but not limited to, Adobe Lightroom, Adobe Photoshop, PhotoMechanic, Apple Final Cut X, and WireCast

### Selected Academic, Corporate and Media Clients

America's Public Television Stations  
American Association of State Colleges  
and Universities  
American Football Coaches Association  
American University  
Arizona State University  
Association of Jesuit Colleges and  
Universities  
Atlantic 10 Conference  
Atlantic Coast Conference  
Basketball Alumni Legends League  
Big East Conference  
Big Ten Conference  
Booz Allen Hamilton  
Boston University  
Coca-Cola  
Columbia University  
Clemson University  
Colonial Athletic Association  
Cornell University  
Duke University  
EA Sports  
ESPN  
FOX Sports  
George Mason University  
George Washington University  
Georgetown University  
German American Business Council

Getty Images  
Gordon College  
Grand Valley State University  
Hofstra University  
James Madison University  
LaSalle University  
Lehigh University  
Lipscomb University  
Lynn University  
Major League Baseball  
Major League Soccer  
Maryland-National Capital Park and  
Planning Commission  
Michigan State University  
National Basketball Association  
NCAA  
North Carolina Central University  
North Carolina State University  
Notre Dame  
Oklahoma State University  
Patriot League  
PepsiCo  
Purdue University  
Richmond International Raceway  
Santa Clara University  
Southern Methodist University  
Sports Illustrated

St. John's University  
Syracuse University  
Tulane University  
United States Olympic Committee  
United States Tennis Association  
University at Buffalo  
University of California at Los Angeles  
University of Central Florida  
University of Delaware  
University of Detroit Mercy  
University of Edinburgh  
University of Maryland  
University of Michigan  
University of Minnesota  
University of Pennsylvania  
University of San Diego  
University of Southern California  
University of Tennessee-Chattanooga  
University of Texas  
University of William and Mary  
USA Hockey Magazine  
USA Today Sports  
Virginia Commonwealth University  
Virginia Tech  
Wake Forest University  
Washington State University  
West Virginia University



# Qualifications and Experience

1. RCS Photography is uniquely qualified to be the George Mason University Intercollegiate Athletics photographer:
  - 1.1. Professional, full-time sports photographer meeting the needs of multiple universities for the past 12 years, including George Mason University.
  - 1.2. Services provided include studio work to create images for promotional uses; game action of all sports; and athletics-related functions including award recognition, fundraising, marketing, and community special events.
  - 1.3. Retains a staff of seasoned assistants with extensive sports photography experience to cover conflicting events.
  - 1.4. RCS Photography owns all professional grade camera bodies, lenses, studio equipment and a portable photo printer as stipulated in the Statement of Needs. See attached for a full list of equipment.
  - 1.5. Please see samples below; additional images available at [www.rafaelsuanes.com](http://www.rafaelsuanes.com).
2. Specific Plan (Methodology): RCS Photography's years of experience covering collegiate athletics enables our ability to tailor each assignment to the needs of the event. We collaborate with athletics administration, coaches, and communications staff to ensure each game or function is captured in the manner that best serves the team, athletic department, and university. We offer full photography, video and live-streaming services.
  - 2.1. All digital files, including photo and video, will be delivered through the Digital Asset Management (DAM) system, already implemented with the Intercollegiate Athletics Department.
  - 2.2. All files from events covered by an assistant are reviewed and edited by RCS Photography's full-time, in-house sports photographer.
  - 2.3. Prior to delivery, all images are reviewed and edited for quality assurance. All images are key-worded by subject and uploaded to the DAM within 3-5 business days. Images can be delivered immediately after events for website and promotional uses upon request.
  - 2.4. RCS Photography provides printing, framing and award mounting services upon request.
3. References: Length of service for the references below is 12 years or greater  
Phil Humnick - Georgetown University Staff Photographer - [humnickp@georgetown.edu](mailto:humnickp@georgetown.edu) - (202) 687-3447  
Barbara Barnes - Georgetown University Director of Athletics Communications - [bj57@georgetown.edu](mailto:bj57@georgetown.edu) - (202) 687-7155  
Mike "Mex" Carey - Michigan St University Assoc. Director of Athletics Communications - [carey@ath.msu.edu](mailto:carey@ath.msu.edu) - (517) 355-2271
4. Proposed Pricing: A flat rate of \$300 is charged for single games and events of standard length (2-3 hours). If a game or event reaches or exceeds five hours, an additional rate of \$300 is charged. No extra fees are charged for editing or image delivery. If the services of additional photographers are required for the same event (for instance, photography and video services are requested or a second photographer for additional coverage), an additional \$300 per additional photographer is charged. Second photographers are only provided upon request by George Mason University. Pricing for printing, framing and award mounting services are quoted on a case-by-case basis, depending on scope of project.

## Camera Equipment Owned

Two (2) Nikon D850 camera bodies  
One (1) Nikon D500 camera body  
One (1) Nikon Z7 camera body  
One (1) Nikon 400mm f/2.8 lens  
One (1) Nikon 300mm f/2.8 lens  
One (1) Nikon 200-500 f/5.6 lens  
One (1) Nikon 70-200mm f/2.8 lens  
One (1) Nikon 28-300mm f/3.5-5.6 lens  
One (1) Nikon 24-120mm f/4 lens  
One (1) Nikon 24-70mm f/2.8 lens  
One (1) Nikon 14-24mm f/2.8 lens  
One (1) Nikon 50mm f/1.8 lens  
One (1) Nikon 20mm f/2.8 lens  
One (1) Nikon 16mm f/2.8 fisheye lens

## Studio Equipment Owned

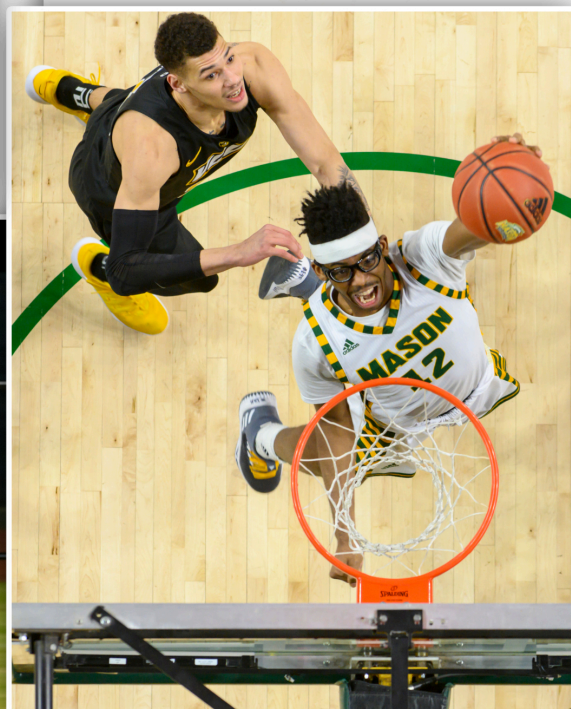
Two (2) portable background stands  
Two (2) Alien Bee studio strobe lights  
Two (2) White Lightning studio strobe lights  
Multiple backgrounds and light modifiers

## Video Equipment Owned

One (1) Panasonic AG-UX90 4K camera for events and interviews  
Two (2) Canon VIXIA G40 HD video cameras for live streaming  
Four (4) LED studio lights  
Multiple microphones, audio mixing boards and accessories

# Samples

Included are sample images as required by the RFP. These samples are from past assignments to illustrate both shooting style and quality. RCS Photography will work closely with the George Mason University Intercollegiate Athletics to finalize concepts before shooting begins. For more samples, please visit [www.rafaelsuanes.com](http://www.rafaelsuanes.com).









## Payment Preference

As RCS Photography is a registered vendor with the Commonwealth of Virginia and already enrolled with Paymode-X, we are well versed in how billing and payment operates. Once a PO number has been created, all invoices are submitted directly to Virginia with the PO number clearly marked on each invoice. RCS Photography operates on a Net 30 basis and prefers direct deposit.